

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

- a) Tags
- b) Lead Origin
- c) Lead Source

All the above 3 variables holding positive contribution Higher the co-efficient and with p-value helps to convert the customer as shown in below screenshot:

Sorting features according to their contribution to target conversion

```
log_model_10.params.sort_values(ascending=False)
```

Tags_Will revert after reading the email	4.235850
Lead Origin_Lead Add Form	3.457863
Lead Source_Welingak Website	2.614611
What is your current occupation_Working Professional	1.600484
Last Activity_SMS Sent	1.577706
Lead Source_Olark Chat	1.298177
Total Time Spent on Website	1.041867
Last Activity_Email Opened	0.581933
What is your current occupation_Other	-0.285401
Last Notable Activity_Modified	-0.481195
Last Activity_Email Bounced	-1.041223
const	-2.368335

dtype: float64

Top 3 variables:

- Tags
- Lead Origin
- Lead Source

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Top 3 Categorical/Dummy variables to increase probability are:

- Tags_Will revert after reading the email
- Lead Origin_Lead Add Form
- Lead Source_Welingak Website

Refer the below screenshot for more details.

```
log_model_10.params.sort_values(ascending=False)
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Top 3 variables:

- Tags
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Top 3 Categorical/Dummy variable:

- Tags_Will revert after reading the email
- Lead Origin_Lead Add Form
- Lead Source_Welingak Website

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Lead team should concentrate on the below people:

- Customers who have been tagged as 'will revert after reading the email' should be followed up as they are highly likely to be converted
- Someone who is coming from Adds are more likely to be converted as generally people skip the ads. Only interested people spend time on ads and take any action
- Working professionals should be followed up as they would have money to pay, and they need course to learn new things to grow in their career
- If someone sends SMS, that means they are interested in taking up the course, hence they should be followed up
- Based on time spent on the website, customer should be followed up

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

The Sales team should make calls to only these kinds of customers:

1. Customers who have been tagged as 'will revert after reading email' should be targeted
2. Target the working professionals as they are positively correlated with the conversion rate
3. Customers filling up the form should be targeted
4. Customers who have sent SMS should be targeted
5. Customers spending more time on website should be targeted
6. If leads are sourced from chats or welingak websites then they could be targeted.

The Sales team can focus on below points apart from making calls:

1. Sales team can focus on bringing more leads from reference as they have high conversion rates
2. Many leads are coming from below specializations, but their conversion rate is not good. Possibly either the courses are not attractive, or the price is high. Sales team can work on providing better facilities to them:
 - a. Finance Management, Human Resource Management, Marketing Management
3. So many leads are coming from 'Unemployed' customers. Some discounts can be offered to them to make the courses affordable
4. Team can look for reference with existing students with referral rewards